



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

Dama J. Brown, Regional Director
Federal Trade Commission – Southwest Region
1999 Bryan Street, Suite 2150
Dallas, Texas 75201

May 26, 2020

WARNING LETTER

Via Email to: bixahuman@gmail.com

Bixa Human

Re: Unsubstantiated Claims for Coronavirus Prevention and Treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at <https://bixahuman.com> on May 18, 2020. We have determined that you are unlawfully advertising that certain products prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your website include the following representations:

- On a page on your website titled “The Ultimate Guide to Strengthening Your Immune System during the COVID-19 Pandemic,” under the heading “Take Immunity-Boosting Supplements,” you claim: “If you need to stimulate the production of healthy cells in your body for wellness, Victoria T3 is the supplement to have. This is not only great for healthy cell growth but also offers many benefits for your immune system.... But the reason we need this supplement now more than ever is that it strengthens your body’s natural defenses by improving immunity. With an enhanced immune system, your body is better able to fight off antibodies and protect itself from viruses.”
- On this same page, you claim that your “Biobija Complex” supplement is “prepared to boost your immune system by increasing the hemoglobin production in your body.... This is purely organic and promises the best results against the coronavirus and other infections.... Cashing on the healing properties of Annatto seeds, this formula has unleashed the hidden healing powers of ancient healers to modern researchers. Harvested from the Bixa-Orellana tree, this supplement

- includes calcium orotate that can absorb tocotrienol better than usual. Include this in your daily diet to protect yourself from COVID-19.”
- On this same page, you further claim that your BioBija Complex and Victoria T3 supplements are “the best way to boost your immunity and protect yourself from the coronavirus.”
 - On a page titled “Cuba’s Wonder Drug: An Effective Treatment for COVID-19,” you claim: “Interferons are proteins that are a part of the body’s natural defense system. Their primary role is informing the immune system about the existence of viral invaders in the body—including COVID-19.... As the immune system recognizes and fights the virus, it prevents other healthy cells from getting infected. This promotes healing, triggers a healthy response against viral invaders, and shortens recovery time. ”
 - You further claim on this same page:

“ Cells that are infected with COVID-19 naturally release interferon-alpha and interferon-beta as a warning sign to the immune system. This process allows the body’s white blood cells to release interferon-gamma cells and fight the invaders.

Tocotrienol-rich natural dietary supplements escalate the process, thereby triggering an efficient and timely response. By preventing delays, they help the immune system actively tackle the viral infection, thereby reducing the chances of viral growth and multiplication in the body.”
 - On this same page, you further claim:

“Magnesium and Dandelion—two of the most powerful nutrient-laden compounds—also play an essential role in boosting interferon-gamma levels. By strengthening the immune system, they trigger an efficient response from weak and inactive immune cells.

In addition, these antioxidant-rich compounds fight inflammation, improve cardiovascular health, and reduce stress levels, thereby promoting overall health and wellness.

These combinative factors render the compounds an effective preventative measure and treatment against COVID-19.”
 - On this same page, under the heading “How Can I Increase Tocotrienols, Magnesium, and Dandelion in My Diet?” you claim:

“Tocotrienol-rich Biobija Complex supplements boost immunity by increasing naturally-occurring interferon-alpha, interferon-beta, and interferon-gamma levels.

In addition, Victoria T3 supplements are also packed with the power of rich tocotrienols. Each supplement has powerful antioxidant properties that help neutralize free radicals in the body. With short and flexible tails, tocotrienols easily cover a wide surface area of the cell membrane thereby promoting fast, effective, and widespread immunity.

To increase magnesium and dandelion intake, we recommend taking Preartis T3 natural supplements. Laden with magnesium and 100% organic dandelion root powder, the supplements reduce inflammation in the body and prevent viral invaders from causing internal damage.

By boosting the body’s immunity, they also escalate response to foreign bodies, thereby promoting efficient healing.

Prioritize your health by taking strong preventative and precautionary measures during this time of uncertainty....

In addition, boost your body’s immunity and interferon levels by investing in natural dietary supplements rich in tocotrienols, magnesium, and dandelion. Browse through our blog for more information on how to boost immune levels to safeguard your body from COVID-19.”

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product or service can prevent, treat, or cure human disease unless you possess competent and reliable scientific evidence, including, when appropriate, well-controlled human clinical studies, substantiating that the claims are true at the time they are made. For COVID-19, no such study is currently known to exist for the products identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims.

You are also advised to review all other claims for your products and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to Assistant Director Jim Elliott via electronic mail at jelliott@ftc.gov describing the specific actions you have taken to address the FTC’s

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concerns. If you have any questions regarding compliance with the FTC Act, please contact Reid Tepfer at rtepfer@ftc.gov.

Very truly yours,

Dama J. Brown
Regional Director, Southwest Region
Federal Trade Commission